

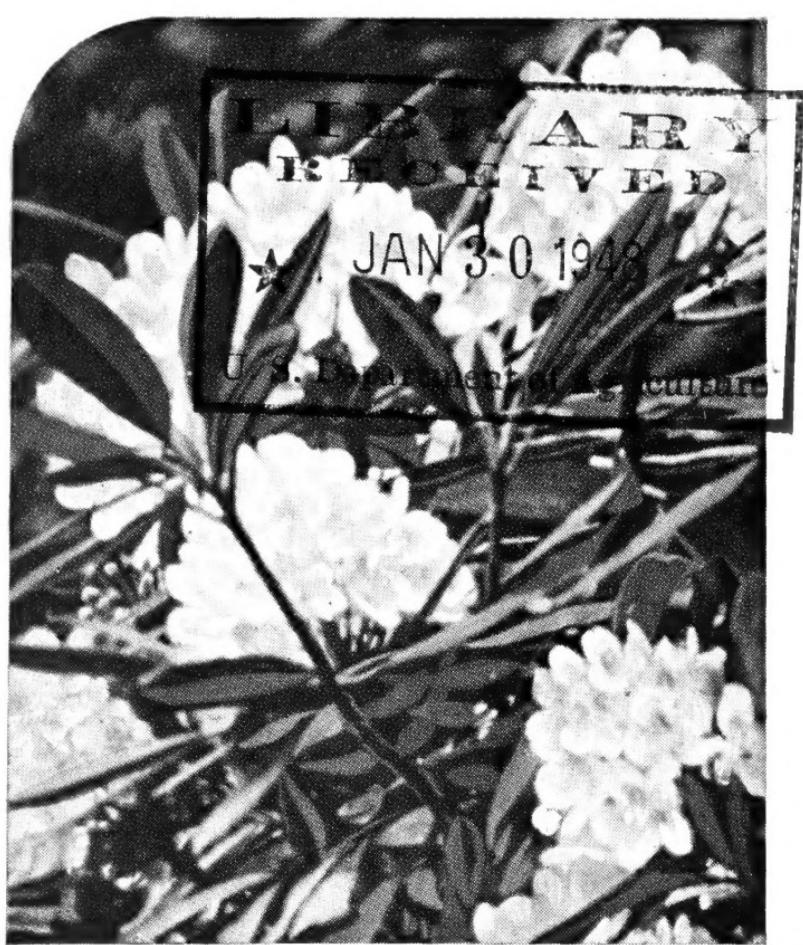
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1948

Rhododendrons



AZALEAS

MOUNTAIN LAUREL

PIERIS FLORIBUNDA

and Other

Native Plants

La Bars'

Rhododendron
Nursery

Stroudsburg, Penna.





Rosebay Rhododendron

The American Rhododendron

The American Rhododendron is an evergreen shrub, holding its large dark green leaves the year around. It is also a flowering plant and during its bloom period is covered with large showy flowers. The Rhododendron is one of the few hardy plants in the United States that combines these two attributes—evergreen foliage and beautiful blooms.

The best known of the American Rhododendrons is the Rosebay Rhododendron, pictured here. We have all seen it growing in the mountains of the Eastern United States and have admired it as it framed some mountain stream or carpeted the side of a woody glen. At all times it is a glory to behold, but a sight of it during its month of bloom convinces one that it is indeed America's most beautiful native plant. More outstanding still is the fact that this same plant will bring its beauty to your home planting and thrive under its changed conditions.

In addition to the Rosebay, the Eastern United States boasts four other native Rhododendrons, which are just as meritorious but unfortunately not as well known. They are the Catawba Rhododendron, Pink Carolina Rhododendron, White Carolina Rhododendron, and the Piedmont Rhododendron. All are fully described in this catalog.

The Rododendron has many outstanding relatives, among them the well known Mountain Laurel, the Azaleas, Pieris, Leucothoe, Leiophyllum, and the Blueberry.

Rhododendrons have for many years adorned the homes and public buildings of this country and Europe. Today, more than ever, they are being planted to create outstanding and distinctive landscape effects. For naturalistic treatments and woodland planting the Rhododendrons and their relatives are indispensable. We present in the following pages the Rhododendrons for your approval.

Rhododendrons

Rhododendron Maximum

(ROSEBAY RHODODENDRON) The best known and most widely distributed of the Native American Rhododendron. The large, luxuriant, deep green leaves make it the best, by far, for mass plantings and foliage effects in shaded areas. Large clusters of flowers appear in late June and early July and range in color from creamy white to apple blossom pink.

Rhododendron Carolinianum

(PINK CAROLINA RHODODENDRON) Considered by many as the most beautiful of the species. Blush-pink to deep rose-pink flowers, in May, are small but are borne in great numbers and form clusters 2 to 4 inches across. Leaves are small, rich green—turning to bronze green in fall and winter. The plants are semi-dwarf in habit when planted in full sunlight.

Rhododendron Catawbiense

(CATAWBA RHODODENDRON) Blooms at Memorial Day and is the most showy of the native Rhododendron. Flowers vary in color from orchid to rose-pink and are borne in great profusion. Leaves are slightly smaller than Rhododendron Maximum and more rounded than other types. The plants are exceptionally hardy and thrive in sun or shade, although semi-shaded locations are preferred and give most luxuriant foliage and quality flowers. Rhododendron Catawbiense is usually first choice in small plantings. (Photograph below).

Rhododendron Carolinianum Album

(WHITE CAROLINA RHODODENDRON) Similar to Rhododendron Carolinianum but with creamy-white flowers. Foliage is a lighter green and more pointed in shape. When planted in partial shade, which is the proper location, the plants take a spreading habit. It is a profuse bloomer, the flowers opening a few days later than the Pink Carolina Rhododendron.

Rhododendron Minus

(PIEDMONT RHODODENDRON) Another small leaf type with rosy-pink clusters of flowers appearing in June and July. It is the most rapid growing of all Rhododendrons and when planted in shaded locations will take a loose open informal outline.

Typical Nursery-Grown
Rhododendrons

Note the Sturdy Growth



Azaleas

The American Azaleas, or Honeysuckles as they are sometimes termed, are unsurpassed for delicacy of color, hardiness, and dependable bloom year after year. There is no substitute for them as early spring flowers, and a bloom time from early May until late June can be had by an assortment of varieties. For fall coloring the foliage is outstanding, turning to varied brilliant hues with the coming of frost.



Azalea Rosea

(DOWNY PINXTERBLOOM) Blooms in May, Rose-pink blooms have a spicy fragrance. Plants are formal in shape and are particularly hardy. (Photograph above)

Azalea Calendulacea

(FLAME AZALEA) Blooms in late May. Individual plants vary in color, and yellows, oranges, reds, and all conceivable combinations of these colors are apparent in a grouping of this hardy Azalea.

Azalea Nudiflora

(PINXTERBLOOM) Blooms in May. Similar to Azalea Rosea and often classified as the same. Light pink to deep-rose flowers but less fragrant. Hardy and vigorous grower.

Azalea Vaseyi

(PINKSHELL AZALEA) Blooms in late April. Flowers appear before the foliage and present possibilities of many interesting combinations with early spring flowers. Shell-pink flowers of large size. Foliage turns shade of red in late summer.

Azalea Viscosa

(SWAMP AZALEA) Blooms in June and July. While this plant is often found growing in low, swampy places it is also a native of higher locations and does well in either place. Fragrant white flowers.

Azalea Arborescens

(SWEET AZALEA) Blooms in June. Flowers white or slightly pink. Fragrant. Plant is broad and dense in growth and heavily foliated.

Azalea Canadensis

(RHODORA) Blooms in late April. The first of the native Azaleas to bloom. Small lavender-pink blossoms. Excellent for naturalistic ground cover in wooded areas, as plants spread by underground shoots. Dwarf.

Mountain Laurel



Kalmia Latifolia

(MOUNTAIN LAUREL) Blooms in early June. Clusters of white or light pink flowers. Glossy, dark-green leaves. Evergreen. The name Laurel is often incorrectly applied to varieties of Rhododendron. While they are both evergreen there are many distinguishing characteristics of each in color of flower and the shape of leaf. If you are not familiar with the true Mountain Laurel there is a real treat in store for you. (Photograph above).

Kalmia Angustifolia

(LAMBKILL) Of low growing spreading habit, foliage smaller and lighter green. Flowers deeper rose and smaller than the Mountain Laurel.

Other Native Plants



Pieris Floribunda

(MOUNTAIN FETTERBUSH) (EVERGREEN LILY-OF-THE-VALLEY SHRUB) Blooms in late April. White flowers, similar to the common Lily-of-the-Valley are borne at the ends of the branches. Dwarf, compact habit of growth and evergreen foliage make it a most desirable border, rock garden, or ground cover plant. (Photograph above).

Vaccinium Corymbosum

(HIGHBUSH BLUEBERRY) The Blueberry or Huckleberry fruits are well known and the plant itself is very attractive. The foliage during the spring is a fresh green, turning to bright scarlet shades in fall. The edible fruit is borne in late August.

Leiophyllum Buxifolium

(BOX SANDMYRTLE) Blooms in May. Another dwarf evergreen for rock garden or border planting. Largest plants seldom reach a height of more than 8 inches. The smooth, dark green leaves resemble Boxwood and the delicate white flowers are so abundant as to almost completely hide the plant.

Leucothoe Catesbaei

(DROOPING LEUCOTHOE) Blooms in May. Graceful sprays of white flowers hang from the branches, giving the effect of a flowering fern. The evergreen foliage turns rich red and purple shades in fall. An ideal plant for shaded locations, border planting and ground cover use.

PLANTING AND CARE

Rhododendrons

Azaleas and

Other Native Plants

Location —

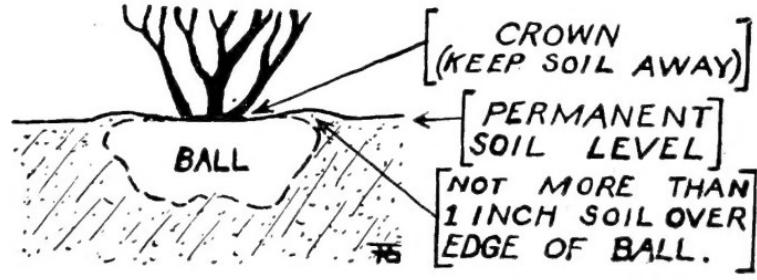
Plant Rhododendron Maximum and Leucothoe on the north and west sides of buildings and slopes, and protect from strong winds. The other Rhododendron, Pieris, Leiophyllum and Kalmia will do well in either sunny or shaded locations. Azaleas prefer sun or plenty of light.

Type of Soil —

Provide a loose, light, fibrous soil, as is commonly called woods-soil. Good drainage is essential and necessary, so that water will not stand about the roots. Nearly all soils except heavy clay are suitable, but are improved by adding peat moss, decayed leaf mold, old hard-wood sawdust, or acid humus. Your soil must be acid, and if it contains lime correct it. You can easily do this by adding $\frac{1}{2}$ to 1 pound of Aluminum Sulphate to each square yard of soil surface.

Depth of Planting —

Rhododendrons should be planted very shallow with practically no soil over the earth-ball and none over the crown of the root. Dig a hole large enough to admit the earth-ball without cramping and press the soil firmly around the roots so there will be no air pockets.



Mulch —

A mulch of three to five inches of hardwood leaves, or a lesser quantity of peat moss, leaf mold, or old hardwood sawdust is very desirable and should be left on throughout the year. During the winter it will prevent freezing and thawing and in the summer will keep the soil cool and moist.

Watering —

Because Rhododendron are often found growing along banks of streams many people think Rhododendron require a lot of water. This is not true and a lot of water is not necessary. They should be watered immediately after planting and several times weekly until they become established, but after that only during dry seasons. When watering saturate the ground, as one good application is better than several light sprinklings.

Fertilization —

Rhododendron may be fertilized by a very light application of well-rotted cow manure covering ground to a depth of 1 to 1½ inches. Information covering fertilization of large areas will gladly be supplied upon request.

Pruning —

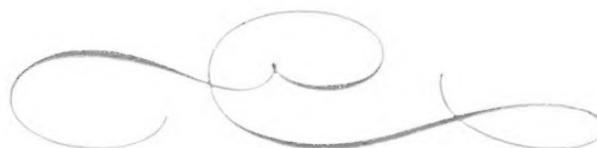
Pruning, other than the cutting out of dead wood which may appear, is not advisable in most cases as new branches will not readily break from the old wood. To conserve the strength of the plant and encourage the growth of new leaves, the flower clusters may be pinched off as they begin to wither. The energy which would ordinarily go into producing seed is thus diverted to producing new foliage and flower buds for the following spring.



Hybrid Rhododendrons

It is possible to secure in Hybrid Rhododendrons colors which are not found in the native varieties. We are growing - from both layers and grafts - a select list of named hybrid varieties which we have found hardy and satisfactory in Northeastern Pennsylvania. Unfortunately stocks of these are very limited, but it is our aim to have some varieties in suitable size for planting each year.

In addition to the usual named hybrid varieties we are growing several selected types of the natives, including a white and a red Catawba Rhododendron and a Compacta type Catawba; a dwarf Rhododendron maximum with curled leaf; and also several selected types of the native azaleas. As sizes suitable for planting are available they will be offered in our price list.



Landscape Service

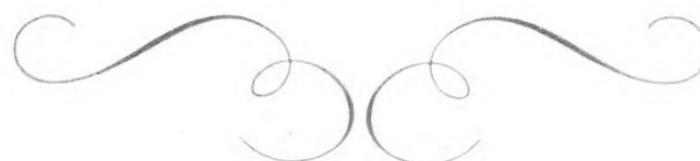
LA BARS maintain a complete landscape service consisting of men trained to design and execute any type of outdoor planting. In addition to our specialty of the Native American plants, we carry a complete line of trees, shrubs, evergreens, vines, etc., for use in landscape planting work in this section and for direct sale from our display gardens. You are cordially invited to visit the nursery - to enjoy its beauty - to consult with us regarding your planting problems - or to inspect our products.

Notes on Shipping

We recommend and urge our customers, if at all possible, that plants be called for by car or truck at the nursery. Shipment by less-carlot freight is generally unsatisfactory due to the lenght of time in transit, and Express shipping costs (plus packing costs) are high due to the weight involved.

Before placing your order we again wish to call attention to the acid soil requirement of Rhododendrons. If you are in a section that it definitely a limestone belt, special soil preparation and after care will be required. Rhododendrons are not recommended although with proper care you should have fair success.

The area to which we can make shipments is largely restricted to the North-eastern United States due to a quarantine of the U. S. Department of Argiculture in controlling the spread of Japanese Beetle. At present the quarantine (area to which we can ship) includes the entire states of Connecticut, Delaware, District of Columbia, Massachusetts, New Jersey, Rhode Island; all of Pennsylvania except parts of Mercer, Crawford, and Erie Counties; and parts of the states of Maine, Maryland, New Hampshire, New York, Ohio, Vermont, Virginia, and West Virginia. Changes in this controlled area are made from time to time, and if you are in doubt as to whether your locality is in or out of the area we will be most happy to advise whether shipments could be made to you.



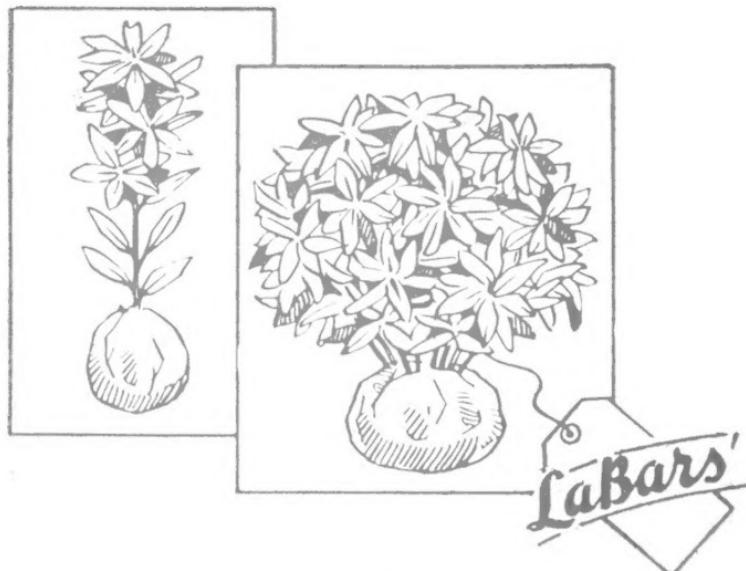
LaBars

QUALITY STOCK

The LA BAR tag on nursery stock assures you that the plants have been produced from seeds or root divisions selected for their outstanding merit. It guarantees that they have been grown under ideal conditions, carefully transplanted, subjected to low winter temperatures, and are fully acclimated and ready to withstand severe hardships. We grow all our own nursery stock on well over one-thousand acres of nurseries.

All nursery stock shipped must meet the high standards of quality which we ourselves have established. Not a single one of our thousands of clients could be more critical in the application of a standard than we are.

The LA BAR Nurseries have been pioneers in the growing of Native American Shrubs, and each plant carries with it the benefit of more than 45 years experience in producing the finest quality merchandise possible. Plant and care for them with an understanding of their needs and you will reap a handsome reward of pleasure. Buy LA BARS' Rhododendrons from your local nurseryman or direct from Stroudsburg, Pa.



La Bars' Rhododendron Nursery

STROUDSBURG, PENNSYLVANIA

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